



Issues Report

Third Quarter 2009

WOOD TV8- Grand Rapids, MI:

WOOD TV8- Grand Rapids, MI

WOGC-CA- Grand Rapids, MI

Description of programming providing the most significant
treatment of community issues

WOOD TV8 Quarterly Issues Report

July – September 2009

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	5:00 - 7:00 A.M.
• 24 Hour News 8 at Noon	Monday – Friday	12:00 - 1:00 P.M.
• 24 Hour News 8 at 5:00	Monday – Friday	5:00 - 5:30 P.M.
• 24 Hour News 8 at 5:30	Monday – Friday	5:30 - 6:00 P.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 – 8:00 A.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 7:00 P.M.
• 24 Hour News 8 at 11:00	Monday – Friday	11:00 - 11:35 P.M.
• 24 Hour News 8 at 11:00	Saturday and Sunday	11:00 - 11:30 P.M.
• Maranda Where You Live	Saturday	6:30 – 7:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

WOOD TV8 is simulcast in it entirely on WOGC-CA, Grand Rapids, MI.

- NBC Nightly News Monday – Friday 6:30 - 7:00 P.M.

This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

- TODAY Monday – Friday 7:00 - 11:00 A.M.
- TODAY Saturday 8:00 - 10:00 A.M.
- TODAY Sunday 8:00 - 9:00 A.M.

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the

American Public. The community issue segments usually are three to four minutes long.

- Dateline NBC Monday 10:00 - 11:00 P.M.
 - Dateline NBC Friday 9:00 - 10:00 P.M.
 - Dateline NBC Sunday 7:00-8:00 P.M.
- (August 30 -
September 6)

This NBC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at 6:00 pm
Date Aired: July 23, 2009
Length: :36
Summary: Back-2-School Lakeshore Backpacks for Kids, was an event along the Lakeshore that focused on families. Besides giving away backpacks, some of the resources offered were \$2 haircuts, health screenings, vision, hearing, lead, diabetes and scoliosis screenings.

2. Program: 24 Hour News 8 5:00 pm
Date Aired: July 27, 2009
Length: :45
Summary: The First Day Shoe Fund is a program which provides students in grades kindergarten through second in the Kalamazoo Public School system with new shoes at the start of the school year. Founder of the program and former substitute teacher and reading tutor feels that children will get more out of their education with the proper footwear because they are better able to concentrate.

3. Program: 24 Hour News 8 5:30 pm
Date Aired: July 29, 2009
Length: 1:35
Summary: Youth Challenge Academy gives students the discipline they need to be successful. Over 1,700 students have graduated from the school since it opened in 1998 and 98% of those students who graduate have no future run-ins with law enforcement, they are also less likely to be on welfare.

4. Program: Maranda Where You Live
Date Aired: August 1, 2009
Length: 1:52
Summary: We focused on summer learning loss and ways to prevent this over the months kids are out of school. We interviewed a local librarian who gave tips on reading, math games and ways to

keep your kids engaged in education over the summer.

5. Program: Maranda Where You Live
Date Aired: August 15 , 2009
Length: 2:00
Summary: Timberland Charter Academy in Muskegon offered viewers their best advice for getting kids ready to head back to school in the fall including tips from the principal and teachers.
6. Program: 24 Hour News 8 at 5:00 pm
Date Aired: August 26, 2009
Length: :48
Summary: Huntington Bank and Meijer donated backpacks and schools supplies to Grand Rapids public school students. About 400 backpacks filled with pencils, paper and other supplies in order to give these students the tools to get the most out of their education.
7. Program: 24 Hour News 8 at 5:30 pm
Date Aired: September 17, 2009
Length: :36
Summary: A group of law students set up a mobile law office at the Grand Rapids VA Vet center. The students then provided free help to veterans who are struggling to get the full federal benefits they earned.
8. Program: Maranda Where You Live
Date Aired: September 20, 2009
Length: 2:30
Summary: "Capturing Kids Hearts" is a unique program to West Michigan. The program uses a set of rules and principles to help children's learning behavior. Educators and students provided their feedback on the program.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Maranda Where You Live
Date Aired: Saturday, July 18, 2009
Length: 3:00
Summary: This segment focused on staying healthy at the beach. Elements included exercises to do with your kids and games that will get the whole family moving.

2. Program: 24 Hour News 8 at 5:30 pm
Date Aired: July 20, 2009
Length: 2:53
Summary: Dentistry From the Heart a non-profit group provides free dental care to residents of Fennville. The first 150 patients at Lakeshore Smiles in Fennville were seen for free. A dentist participating in the program spoke on the show in more detail about the program and how the community could participate.

3. Program: 24 Hour News 8 at 10:00 pm
Date Aired: July 25, 2009
Length: 2:47
Summary: A doctor from South Carolina helps women heal from breast cancer both physically and financially. The doctor attempts to help the women find affordable treatments so they do not have to choose between therapy and feeding their families.

4. Program: 24 Hour News 8 at Noon
Date Aired: August 5, 2009
Length: :34
Summary: Cherry Street Clinic provided discounted dental services to children kindergarten through age 13. The children could get an exam, x-ray, fluoride treatment, and cleaning for \$15 if they did not have insurance.

5. Program: 24 Hour News 8 at 5:30 pm
Date Aired: August 20, 2009
Length: 2:11
Summary: Doctor Tom Gribben, director of the Lacks Cancer Center at Saint Mary's Hospital, appeared on the show to teach viewers about the early warning signs and treatment options for various types of cancers. He also talks about how cancer is diagnosed and the prevalence of the disease in West Michigan.

6. Program: 24 Hour News 8 at Daybreak 5:30 am
Date Aired: August 26, 2009
Length: :25
Summary: Aquinas College announced a 6 million dollar field house renovation plan to upgrade its athletic facility. The renovation is the 1st phase of the colleges Sports and Fitness initiative. The project will feature a new fitness center, new courts for the basketball and volleyball teams, along with seating for two thousand peoples.

7. Program: Maranda Where You Live
Date Aired: Saturday, September 20, 2009
Length: 2:30
Summary: Moms are trying to be active now that kids are back into school. A local aquatics center offered suggestions and programs that will help get moms into a fall fitness routine and stay active.

Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need.

1. Program: Maranda Where You Live
Date Aired: Saturday, July 4, 2009
Length: 2:00
Summary: Volunteerism is an important part of the success of the Maranda Park Parties. Community members from Ionia, who participated in the Park Party were interviewed. Interviewees included people such as the Mayor, City Manager and the local Kiwanis Club.

2. Program: 24 Hour News 8 at Noon
Date Aired: July 24, 2009
Length: :30
Summary: Police gave a long time volunteer at the Field Office a special honor. Trina Middleton has done everything from acting as coordinator at the office, to setting up and cleaning up after dedication ceremonies. She was given the Chief's Citation for her efforts, at yesterday's field office opening. Middleton said the office has brought the community together.

3. Program: 24 Hour News 8 at Noon
Date Aired: August 4, 2009
Length: :40
Summary: Habitat for Humanity volunteers moved away from its "build from the ground up" philosophy and instead looked into foreclosures as a way to house needy families. Rather than building brand new homes, the organization is getting foreclosures for cheap, and then using volunteer labor to fix them up. On average, Habitat says it's saving about 20-to-40 thousand dollars per home.

4. Program: Maranda Where You Live
Date Aired: Saturday, August 15, 2009
Length: 1:30

Summary: Amway Corporation was featured as over 150 Amway employees volunteered their time to build a new playground at Congress Elementary.

5. Program: 24 Hour News 8 at Noon

Date Aired: August 20, 2009

Length: :25

Summary: GRPS officials and parents are hitting the streets today for the "Back To School Blitz". GRPS staff and supporters are going door to door encouraging community to stay in GRPS Schools. It's the district's latest effort to raise awareness about Grand Rapids schools and the programs they offer. Last year, more than 600 volunteers went door to door and the district says it saw results, in higher-than-expected enrollment numbers on Count Day.

6. Program: 24 Hour News 8 at 5:30 pm

Date Aired: August 20, 2009

Length: :38

Summary: The Schools of Hope program kicked off today to recruit mentors to help kids improve their reading skills. Educators, volunteers, and community leaders got a pep talk from Coach Carr of the University of Michigan, who encouraged them to keep up their good work. According to Tony Campbell of the United Way, kids in the after school mentoring program gained one-point-five-five years of academic achievement in the past twelve months. Hundreds of volunteers are needed this fall to tutor kids before, during and after school and to help with the family literacy program. To get involved, call 2-1-1 or check our website for a link.

7. Program: 24 Hour News 8 at 5:30 pm

Date Aired: September 18, 2009

Length: 1:15

Summary: The big Art Prize kick-off is coming up soon and with more than 150 venues and 12-hundred artists, they need your help. Eva Aguirre Cooper has more on how you can donate your time. Volunteers are still needed to work at registration booths, show people around the city, answer questions about art, venues, and more.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Maranda Where You Live
Date Aired: Saturday, July 11, 2009
Length: 2:30
Summary: Summer safety is important to all families during the summer season. The Kent County Health Department shared things that families need to remember during the summer months including wearing sunscreen and protecting themselves from West Nile Virus.

2. Program: Maranda Where You Live
Date Aired: Saturday, July 18, 2009
Length: 3:00
Summary: Food safety is important for your family. This segment focused on things to remember when preparing food for a picnic or trip to the beach. Don't forget proper food storage too.

3. Program: 24 Hour News 8 at 6:00 pm
Date Aired: July 30, 2009
Length: :21
Summary: Grand Rapids community leaders launching a new program to curtail violence on city streets. They created a 3-on-3 basketball tournament aimed at helping youth stay out of trouble; choose non-violent resolutions to problems, and healthier life styles. Dennis Bell, a former N-B-A player for the New York Knicks, is sponsoring the activities through his non-profit organization.

4. Program: 24 Hour 24 Hour News 8 at 5:30 pm
Date Aired: July 31, 2009
Length: :20
Summary: The U.S. House of Representatives voting last night to pass "the food safety bill." It now heads to the senate for a vote there. If it's signed into law, proponents say it will help protect people from illnesses caused by foods, and give the FDA the power to recall contaminated food.

5. Program: 24 Hour News 8 at Noon
Date Aired: August 20, 2009
Length: :22
Summary: A new skatepark coming to Middletown is breaking ground today. The village received a grant from the Barry County Parks and Recreation to build the ramp in Calvin Hill Park. Officials say the park will provide a safe place for skateboarders and keep them off the sidewalks and streets. There is a ceremony at two this afternoon, and the concrete for the ramp will be poured on August 31st.

6. Program: 24 Hour News 8 at 11:00 pm
Date Aired: August 31, 2009
Length: :30
Summary: A change of course on Portage that will prevent a long walk for some young students. Last week a group of parents complained their children would have to walk more than a mile down busy streets to get to school. Today we learned the district has decided to bus children who live west of 12th Street for this year. It had already put crossing guards and slower speed limits in place to help the walkers.

7. Program: 24 Hour News 8 at 6pm
Date Aired: September 11, 2009
Length: :26
Summary: Beating the swine flu won't take as many pokes as originally thought. American and Australian researchers say the new swine flu vaccine is strong enough to protect adults with just one shot. The shot takes effect in less than 10 days. Researchers first thought it would take as many as three shots to prevent the H1N1 virus from spreading. The plan is for people to get the regular winter flu shot, then one swine flu shot. Both should be available next month.